



# THE WISCONSIN ARCHITECT

THE OFFICIAL PUBLICATION OF THE STATE ASSOCIATION OF WISCONSIN  
ARCHITECTS — THE WISCONSIN CHAPTER A.I.A. AND THE PRODUCERS  
COUNCIL CLUB OF WISCONSIN

## OFFICERS

Edgar H. Berners.....President  
Mark F. Pfaller.....1st Vice Pres.  
Emiel F. Klingler.....2nd Vice Pres.  
Leigh Hunt.....Secretary-Treasurer

## EXECUTIVE BOARD

Districts Nos. 1 and 2  
Emiel F. Klingler.....Eau Claire  
District No. 3  
Edgar H. Berners.....Green Bay  
District No. 4  
C. Madsen.....Stevens Point  
Gage M. Taylor.....Stevens Point  
District No. 5  
Perc Brandt.....Manitowoc  
Henry Auler.....Oshkosh  
District No. 6  
Lewis A. Siberz.....Madison  
Allen J. Strang.....Madison  
District No. 7  
Leigh Hunt.....Milwaukee  
A. L. Seidenschwartz.....Milwaukee  
Mark F. Pfaller.....Milwaukee  
T. L. Eschweiler.....Milwaukee  
District No. 8  
Robert S. Chase.....Janesville  
Al. J. Seitz.....Racine

## OFFICERS AND DIRECTORS WISCONSIN CHAPTER A.I.A.

Ralph H. Kloppenburg.....President  
T. L. Eschweiler.....Vice Pres.  
Frederick A. Lubert.....Sec-Treas.  
G. E. Wiley.....John J. Brust  
Edgar H. Berners.....Leigh Hunt  
Elmer A. Johnson

## OFFICERS PRODUCERS COUNCIL WISCONSIN CHAPTER

Robert D. Diedrich.....President  
Walter J. Flueck.....Vice President  
C. Earl Hess.....Treasurer  
Robert L. Leaf.....Secretary

F E B R U A R Y

1946

VOL. 14 NO. 2



SAINT SEBASTIANS CHURCH

MILWAUKEE, WIS.

HERBST and KUENZLI

ARCHITECTS

MILWAUKEE, WIS.

## THE WISCONSIN ARCHITECT

Official Publication

The State Association of Wisconsin Architects

Wisconsin Chapter, The American Institute of Architects

Producers' Council Club of Wisconsin

LEIGH HUNT, F.A.I.A., *Editor and Publisher*

ELIZABETH SCOTT HUNT, *Managing Editor*

*Contributing Editor*—PETER BRUST, F.A.I.A.

152 W. Wisconsin Ave., Milwaukee

Daly 5103

Published Monthly

Subscription, \$1.00 per year

Address all communications for publication to Editor  
152 W. Wisconsin Ave., Milwaukee 3, Wisconsin

### SCHEDULE OF MEETINGS WISCONSIN CHAPTER, A. I. A.

MEMBERSHIP MEETINGS: 12:15; Club Room, Plankinton House; March 20, April 17, May 15, June 19.

Director's Meetings: 12:15; Sky Room, Plankinton House; March 12, April 9, May 14, June 11.

### PRESIDENT TRUMAN'S NEW WAGE-PRICE POLICY

President Truman's new wage-price policy should speed up home building greatly if the policy is administered in accordance with the President's stated recommendations, Douglas Whitlock, chairman of the Advisory Board of the Producers' Council, national organization of building product manufacturers, stated.

"Inability to obtain prompt readjustment of OPA price ceilings which are retarding the production of building materials and equipment has been the greatest deterrent to the construction of homes for veterans," Whitlock said.

"This bottleneck now can be broken promptly under the new national price policy. The government also will need to take other steps if all-out home building is to be achieved, but adjustment of building product prices is a vital first step.

"The shift from a war-time hold-the-line policy to a constructive policy of stimulating production is welcome news to those who have been trying to eliminate the veterans' housing shortage.

"President Truman said in his wage-price statement that 'production is our salvation'. Greater production of building materials will be the salvation of the home building program. Meeting Mr. Wyatt's goal of 2,700,000 new homes is a tremendous task, and getting maximum production of building materials is the backbone of the effort.

"Each week of delay in putting the new policy of emphasizing production into effect will take thousands of homes from the potential supply. Prompt action is imperative."

### MODERN?

Read any journal on music, art or architecture and you find the following comparisons: Classical or popular, in music; OLD masters or NEW school, in painting; TRADITIONAL or MODERN in architecture. And so on ad infinitum.

Other terms, such as stream lined, functional, are applied to architecture, all of which means something new to the American buying public. But the public, not being equipped in all cases to know what is new, sees only such outstanding items as straight lines, chrome plating, colored glass, enamels, absence of ornament, slender supports, no visible means of support, cast glass, plastics, and many other features in manufacture in furniture, appliances, architecture, etc. Some of it good. Some of it not.

In painting the effect of the modern movement generally is good if done by a finished artist. But even then, not understood by Mr. B. P., to the chagrin of the artist.

In music, the worst offender is the arranger, or music hack, who like his brother, the literary hack, makes ten notes do the work of two, or ten words do the work of one. Then you have the composer who steals or borrows well known themes from well known composers of another day. The result having generally one outstanding virtue—it is not so very long.

Our present American composers of classical music, believing that the only thing not in the classics, is discord, produce it in machine like abundance, just to be different. This general scheme is also used by many writers of popular music and both of these groups complain that the public has no appreciation of their abilities. Of course there are some good works which prove that all modern musical composition is not without merit.

Architecture has not been spared, either. Why is this?

The prime factor is the mass production of windows, plastic and metal sections, millwork, etc., together with catalogues and diagrams showing their uses. Only the wealthy can have something different.

The magazines, aiming to increase circulation, show pictures of so-called modern architecture, almost exclusively, giving the impression that all architecture is radically modern without any traditionalism or any relation to the scale of the people who use it.

The polls which have been conducted do not indicate that modern architecture is the choice of the general public, nor does the publisher explain that simplicity, to be permanent, must be constructed of permanent and mostly expensive materials.

This surely is the age of the machine, and yet where is the actual prefabricated low cost house with which we have been threatened for all these years?

What is needed, is a change in the mechanical codes of our cities and the ingenuity of the American people to make possible the improvement of the heating, plumbing, and electrical equipment, and then the birth of some genius to design a cheap house which the buying public can enjoy in comfort. Low in upkeep and with many years of useful life, but not so many years as to cause them to become slums before they are amortized.

—The Editor

# The State Association of Wisconsin Architects

## SCHEDULE OF PROPER MINIMUM CHARGES AND PROFESSIONAL PRACTICE

1. THE ARCHITECT'S professional relation to his client shall consist of professional service, necessary conferences, the preparation of preliminary studies, working drawings, specifications, taking of bids, letting of contracts, large scale and full size detail drawings, and of the general direction and supervision of the work, for which, except as hereinafter mentioned, the minimum charge is six per cent (6%), based upon the total cost of the work complete. In case of the discontinuance or abandonment of the work, the architect's charge shall be based upon an estimated total cost, which estimated total cost may be determined by the architect or by the lowest estimates of responsible contractors. Total cost is to be interpreted as the cost of all materials and labor necessary to complete the work according to plans and specifications, plus contractor's profit and expenses, as such cost would be if all materials were new and all labor fully paid, at market prices current when the work was ordered.

2. THE ARCHITECT shall make quite clear the character of a preliminary estimate prepared before completing plans and specifications, but should make no statements of cost which might be misleading.

3. ON RESIDENTIAL work, on alterations to existing buildings, on monuments, furniture, decorative and cabinet work, and landscape architecture, it is proper to make a higher charge than above indicated. (See par. 18.)

4. THE ARCHITECT is entitled to compensation for articles purchased on his advice or under his direction, even though not designed by him.

5. IF AN OPERATION is conducted under separate contracts, rather than under a general contract, it is proper to charge a special fee in addition to the charges mentioned elsewhere in this schedule.

6. WHERE THE ARCHITECT is not otherwise retained, consultation fees for professional advice are to be charged in proportion to the importance of the questions involved and services rendered.

7. THE ARCHITECT is to employ for heating, ventilating, mechanical, structural, electrical and sanitary problems the services of an outside engineer where such services are not available within the architect's organization. The use of free engineering service, which is so often offered by manufacturers and jobbers, is detrimental to the best interests of the client. Chemical and mechanical tests and surveys borings, and bearing tests are to be paid for by the owner.

8. NECESSARY TRAVELING expenses are to be paid by the owner unless otherwise agreed.

9. THE ARCHITECT is to furnish the owner with one complete blue print set of general working drawings and specifications to be the owner's property. The architect shall furnish the following complete sets of drawings and specifications for the purpose of bidding and the construction of the work:

Not over 10 sets for work costing \$25,000 or under.

Not over 20 sets for work costing between \$25,000 and \$50,000.

Not over 30 sets for work costing over \$50,000.

The architect may require a deposit on the plans as security for safe return, but the full deposit is to be returned upon return of plans. The architect must not make a charge to contractor for figuring the plans, but in agreement with client the architect must state how many plans he will furnish and the charge to client for any additional sets required other than those above mentioned.

10. THE ARCHITECT'S charges for professional services shall be made only to the client and he shall not accept gifts, favors, etc., or any other remuneration. The architect must have no interest in contracting firms and material manufacturing firms.

11. AN ARCHITECT shall not compete knowingly with another architect on the basis of professional charges.

12. THE OFFERING or performance of free sketch service is not permitted except in connection with competitions which are conducted under the rules of the American Institute of Architects.

13. AN ARCHITECT may not undertake a commission while knowingly there is a just claim of a fellow architect who had previously been engaged and whose claims remain unsatisfied, nor any attempt to supplant a fellow architect or to obtain a commission after steps have been taken toward the appointment of another architect.

14. IF, AFTER A definite scheme has been approved, changes in drawings, specifications or other documents are required by the owner; or if the architect be put to extra labor by the delinquency or insolvency of a contractor, the architect shall be paid for such additional services and expense.

15. THE ARCHITECT'S entire fee is divided, and proportionate payments on account are due the architect.

### THE FEE IS DIVIDED AS FOLLOWS:

Preliminary studies .....	.20 of total fee
General drawings .....	.35 of total fee
Specifications .....	.10 of total fee
Scale and full size details .....	.10 of total fee
General supervision of the work .....	.25 of total fee
Total .....	1.00

(Fee for Complete service as agreed, or see paragraphs 1 to 18.)

### 16. ITEMS OF SERVICE are comprehended as follows:

(A) Preliminary Studies consist of the necessary conferences, inspections, studies and sketches modified and remodified to determine the client's problems and illustrate a satisfactory general solution of same, both as to plan and elevation. Illustrative sketches for this purpose need not be accurate scale, but should be approximately correct as to general dimensions and proportion.

(B) General Drawings include figured scale plans of the various stories, elevations of all the fronts, such general vertical sections as may be necessary to elucidate the design, and such details, drawn to still larger scale as, with the assistance of printed notes, and of the accompanying specifications, may make the whole scheme clearly evident to the mind of a competent builder and give him a full and complete comprehension of all the structural and mechanical conditions as they affect the vital questions of quality and quantity of materials, of character of workmanship, and of cost.

(C) Specifications consist of a supplementary statement in words, of at least all those items of information regarding a proposed building which are not set forth in the drawings.

(D) Detail Drawings include all the necessary supplementary drawings required for the use of the builders, to enable them to so provide and shape their material that it may be adjusted to its proper place of function in the building with the least delay, and the smallest possibility for errors and misfits. If not prepared until after the contract for the building is let they must not impose on the contractor any labor or material which is not called for by the spirit and intent of the "General Drawings" and "Specifications."

(E) The architect is to check all shop drawings to see that they conform to the full size details but his approval of a shop drawing incorrectly depicting assembly of various members does not relieve the contractor from responsibility for conforming to plans, specifications, details and all governing conditions. The architect is to make no charge to contractor for this service.

(F) The Supervision of an architect (as distinguished from the continuous personal inspection which may be secured by the employment of a clerk-of-the-works or inspector of construction) means such inspection by the architect or his deputy, of work in studios and shops or at building or other work in process of erection, completion or alteration, as he finds necessary to ascertain whether it is being executed in general conformity with his drawings and specifications or directions. He has authority to reject any part of the work which does not so conform and to order its removal and reconstruction. The architect is not to require the contractor to make good errors and oversights in the contract documents. He has authority to act in emergencies that may arise in the course of construction, to order necessary changes, and to define the intent and meaning of the drawings and specifications. On operations where a clerk-of-the-works or inspector of construction is desired, the architect shall employ such assistance at the owner's expense.

17. DRAWINGS AND specifications, as instruments of service, are the property of the architect.

18. EXCEPTIONS. (See par. 3.)

On dwellings costing less than \$10,000, the architect is entitled to a substantially increased fee.

Simple buildings without finish and not requiring special planning for machinery or arrangement, a fee of 5%.

Additions and alterations to all kinds of buildings, a substantially higher charge may be made.

Where not otherwise provided by agreement, testimony or consultation, a minimum of \$25.00 per diem shall be charged for professional witness.

19. THE OWNER shall expect the architect to take only fair competitive bids and which shall be based upon the capability, experience, honesty and financial stability of the bidder. Competition based solely upon price is unfair and improper.

20. THE OWNER may reject any or all bids but he shall not do so for the purpose of using other bids not received on the bid date nor in order otherwise to defeat the purpose of the principle of fair practice.

Adopted by The State Association of Wisconsin Architects, at its second annual convention at Oshkosh, Wis., October 20, 1933.

Rev. February 23, 1946

## SEVENTH DISTRICT STATE ASSOCIATION OF WISCONSIN ARCHITECTS

Over forty members of the Seventh District of the State Association of Wisconsin Architects attended the party, on February 13, sponsored by the Seventh District, held in the Recreation Room of the Wenzel & Henoch Co.

Although the attendance might have been improved, those attending had a time which rivaled some of the pre-war gatherings we like to recall, and was complete with card playing, music, entertainment, refreshments and good food.

The success of the party was due largely to the all out efforts of the Wenzel & Henoch Co. and it was resolved at the meeting to express thanks and gratitude for the unexpected hospitality extended to the Seventh District by the Host.

Co-Chairmen on arrangements were Carl Lloyd Ames and Urban Peacock.

### MARCH MEETING

Arrangments have been made for a Dinner Meeting of the Seventh District of the State Association of Wisconsin Architects to be held at the City Club at 6:30 P. M., Wednesday, March 27, 1946.

The guest speaker will be C. A. Hawk, Jr. Mr. Hawk, who is in charge of Engineering for the A. M. Byers Co., is making a special trip from Pittsburgh to discuss Radiant Heating with the members of the Seventh District.

John P. Jacoby—Secretary  
SEVENTH DISTRICT

## T. C. ESSER CO.

PAINTS

GLASS

WALL PAPER

MIRRORS

GLASS BLOCK



CHURCH

STAINED GLASS



MILWAUKEE • OSHKOSH

LA CROSSE

## N. Y. CHAPTER QUALIFICATIONS RESOLUTIONS

WHEREAS we believe that the performance of good work in the field of architecture with competence and integrity must be the true qualification for membership in the American Institute of Architects; and

WHEREAS we believe that many specific rules intended to control the membership and assure the performance of good work with competence and integrity, because they cannot be applied with fairness to all cases of practice have led, and will lead, to evasion resulting in hypocrisy, therefore be it

RESOLVED, That the New York Chapter recommend to the Board of The American Institute of Architects that qualification for membership be revised, making the performance of good work in the field of architecture with competence and integrity the principal mandatory condition of admission and maintenance of membership. In addition the only other qualification to maintain good standing should be good moral character, the payment of dues, and be it further

RESOLVED, That the New York Chapter considers competence in the field of architecture to be defined as follows:

The ability to perform directly, or to administer and control the performance of, any services in the field of architecture which may be undertaken, whether for compensation or not, in such a manner that the public safety, health and taste, and the owner's interests are all served and protected, and

That State registration shall be considered evidence of such competence, unless waived by the Board and further, that such registration shall not continue to be evidence of competence if in the opinion of the Board competence as defined above is breached, and be it further

RESOLVED, That we believe no member should be considered to have performed good work with integrity who has:

1. Performed work incompetently.
2. Undertaken work for which he is not competent.
3. Employed help at rates or under conditions which impair the competence of the work performed.
4. Undertaken work partly done or in progress through the services of another without notice of intention and before the full discharge of all obligations between all parties concerned, whether the work be a commission or for salary or consultation, and be it further

RESOLVED, That the New York Chapter advise the Board of The American Institute of Architects that the foregoing resolutions are in no way intended to relieve the Institute and the Chapters of the obligations to issue advice regarding schedules and methods of compensation, fair standards of practice, methods of setting up fair competitions and other matters of benefit to the profession, and be it further

RESOLVED, That the report titled "Comment on Answers to Questions of the Wisconsin Chapter by Board of Directors of the American Institute of Architects" and dated September 25, 1945, which was requested by the Executive Committee of Chapter and prepared by Arthur C. Holden, be transmitted to the Board of the American Institute of Architects as background of the foregoing resolutions.

## HOW TO CURE URBAN BLIGHT

"If cities wish to survive they must reverse the present downward trend of real estate values or they will not be getting sufficient tax revenues to pay their expenses."

With this warning Joseph D. McGoldrick, Comptroller of the City of New York, leads off a discussion of one of the most pressing of the nation's postwar problems—how to cure urban blight—in a recent issue of *TOMORROW'S TOWN*, publication of the National Committee on Housing, of which Mrs. Samuel I. Rosenman is chairman.

Other contributors to the discussion, which throws interesting light on approaches to the problem being made in various cities, are Fred T. Greene, President of the Federal Home Loan Bank of Indianapolis and Secretary of the Indianapolis Redevelopment Commission; H. Evert Kincaid, Executive Director of the Chicago Plan Commission; D. K. Este Fisher, Jr., Baltimore, of The American Institute of Architects, and John W. Merriam, of the Merriam Company, builders, Philadelphia.

As Mr. McGoldrick points out, the decay of large, once-valuable central-city areas has accompanied the process of decentralization which has been so greatly speeded by the automobile and other improved transportation. "Basically it has been a problem of obsolescence which neither private enterprise nor the municipality has been able to solve." The result has been widespread deterioration, with losses to owners and to the municipal tax rolls that, if unchecked, threatens disaster.

Agreeing with other experts that the higher land costs and difficulties of assemblage, as compared with suburban regions, are the principal troubles, Mr. McGoldrick thinks that low-cost housing projects, however commendable, cannot succeed in bringing about urban redevelopment. "The obsolete, run-down areas of the city which have been disintegrating must be cleaned out and rebuilt," he declares, "but in their entirety and in accordance with an overall plan which will prove of lasting benefit not only to the areas to be rebuilt, but to the city as a whole." This job, he thinks, is up to the city.

"Acting under the power of eminent domain, the city would condemn and purchase the property, rezoning it if necessary to control its harmonious use. When this has been accomplished private enterprise would find it profitable to build the structures".

As an indication of the possibilities he cites the "Downtown Brooklyn Plan" for the rehabilitation of a large section of New York City's largest borough. Made possible by State legislation in 1941-42 that made the power of eminent domain available for land assembly to enable corporations to undertake redevelopment projects, this plan envisions (1) acquisition of the land by the city, (2) development of a system of major highways and an expanded civic center, (3) rezoning and a suggested pattern of super blocks, and (4) development of the bulk of the area by private enterprise, after repurchase from the city, in accordance with a master plan.

While this may not be feasible in many states (only nine other states have so far passed similar enabling acts), the proposed solution for Brooklyn appears to

## ARCHITECTS—

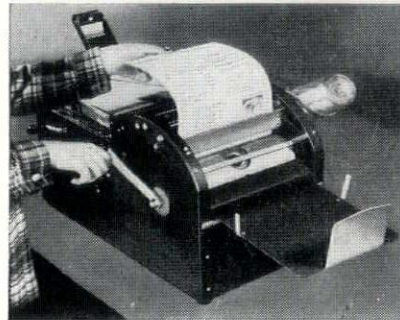
Get Clear, Brilliant Copies of . . .  
SPECIFICATIONS —

MATERIAL SCHEDULES —

BID FORMS — REPORTS —

SMALL-SCALE DRAWINGS —

BREAK-DOWN ILLUSTRATIONS



**FASTER, at LESS  
COST, Right in  
Your Own Office  
with the  
REX-O-graph  
Fluid Type  
Duplicator**

You'll find many time-saving uses for this speedy, accurate, easy-to-operate REX-O-graph Fluid Type Duplicator. Equipped with the famous 100% Roller Moistener for fast and brilliant copies—at amazingly low cost. Operates without fuss or muss.

ASK the Rex-O-Graph dealer to demonstrate — or write us for full facts and prices.

**REX-O-graph, Inc.** 3731 North Palmer St.  
Milwaukee 12, Wis.

## FLOORING

FOR  
RESIDENTIAL, PUBLIC BUILDINGS  
OR  
COMMERCIAL USE

- MAPLE, BEECH, BIRCH •
- and WISCONSIN OAK •
- in •
- STRIP, HERRINGBONE and •
- ASSEMBLED BLOCK FORM •

OUR MAPLE, BEECH and BIRCH flooring is guaranteed MFMA (Maple Flooring Manufacturers Association) grade and manufacture.

*Architects*

ADDRESS YOUR FLOORING PROBLEMS TO US

**HOLT HARDWOOD CO.**

OCONTO, WISCONSIN

★ ★ ★

parallel the plans for urban redevelopment in Indianapolis described by Mr. Greene. There the program is administered by a non-political, five-man commission which surveys the blighted areas and utilizes the power of acquisition where necessary at prices determined by values established by at least three independent appraisers. A special tax levy provides the means of purchase.

A somewhat different method proposed in Chicago is described by Mr. Kincaid. There the redevelopment of a selected area is to be undertaken by a private, non-profit corporation with the proposed aid of city or federal appropriations. The site plan has been designed to permit numerous ownerships of homogeneous buildings.

In his comments on the problem Mr. Fisher pointed out the necessity for owners of properties in blighted areas to realize the "hard fact" that in all probability they cannot recover their capital outlay, let alone make profits many of them still anticipate, and that "their hope of recoupment is measurable only by the health of the community in which they operate".

Mr. Merriam, agreeing in general with the approach proposed by Mr. McGoldrick, indicated that in Philadelphia a four-fold plan is in prospect. Under it low income groups will be provided for by subsidized housing, the City will insist on owners making houses fit for occupancy if they are to continue in use, will use the power of condemnation where necessary, and will cooperate with private enterprise in reconstruction.

The editors of TOMORROW'S TOWN point out that heretofore, although much has been written about the danger of urban decay, the stress has been on the nature of the malady rather than on realistic cures, urge speed in putting into effect measures for real urban redevelopment lest the post-war building program result in an intensification of present ills. They note as a warning that a recent survey of opinion among builders and mortgage lenders indicates that the bulk of post-war homes will be built, as for many years past, on suburban land, thereby encouraging decay in the central cities.

What part will the trend toward relocation and modernization of industries play in the changes facing our cities? Will it speed up the process of urban blight, sapping additional billions in property values and adding to the financial burdens of the cities? Or can it, through comprehensive regional planning, be directed into channels that will aid rather than hinder the reconstruction of metropolitan areas on a sounder economic and social basis?

Some interesting answers to these important questions are revealed in the latest issue of TOMORROW'S TOWN.

In the leading article E. C. Atkins, President of the E. C. Atkins Company of Indianapolis, tells why his concern has decided to modernize its factory without moving from the central-city site the company has occupied for eighty-eight years. His statement involves an examination of the relationship between industrial and residential planning. Finding various business advantages in the present downtown location—despite the necessity for modernizing the existing plant—the directors of the company based their final decision on the fact that "every time a large property owner or business moves out of the central part of the city another and undesirable contribution is made to deterior-

ation and decentralization."

Somewhat different solutions of the problem were suggested by others who participated in the discussion. However, it was generally agreed that a greater degree of planning for the metropolitan district as a whole is needed, since the relocation of industry has such important bearing on the effort to cure urban blight.

Melvin H. Baker, President of the National Gypsum Company, of Buffalo, takes the view that as result of the rapid growth of factories in this country industry has now become too congested and should be decentralized. He suggests the surveying of cities for long range growth, with regard to future trends, such surveys to include the possibilities of rezoning, revision of building codes and adoption of slum clearance programs to eliminate present blighted areas and avoid the development of others in future years.

Noting that many growing cities are "turning inside out", George H. Miehls, President Albert Kahn Associated Architects & Engineers, Inc., warns of an immediate need for planning and zoning of entire metropolitan areas. He believes that the relocation of factories to enable the owners to take advantage of cheaper land or lower taxes to spread out and modernize the plant and thus reduce overhead is bound to continue but that this need not necessarily cause our cities to wither and die. He recommends the development of housing and of commercial outlets within the city for those whose labor is marketed with the city, letting industrial workers find other housing nearer their employment as factories move to the outskirts.

## BLUE PRINTING

### - PHOTOSTATS -

Enlargements and Reductions Kept to Your  
Exact Specifications

#### ★ BLUE LINE PRINTS

... any size reduced or enlarged

#### ★ VANDYKES

#### ★ B. W. PRINTS

#### ★ PHOTO TRACINGS

#### ★ COPY-FLEX... Reproductions

(Inexpensive copies made from blue prints)

Prompt Service

Plant Operating Around the Clock

*Drawing Materials ~ Instruments ~  
~ Hamilton Furniture ~*

**DAVID WHITE CO.**  
315 W. Court Street - MA 6934

C. Donald Dallas, President of Revere Copper and Brass, Inc., voices the thought that education and stimulation of neighborhood pride and responsibility is one of the best ways to prevent blight. "The people at the top of city planning should consider the education of various family units and individuals in the different neighborhoods as one of the prime tasks confronting them", he declares.

Homer Hoyt, Director of Economic Studies of the Regional Plan Association of New York, after examining the arguments for and against relocation of industries, concludes that it is better for industry to locate on the fringe of the central city than either to move to another region or cease operations altogether. "Building factories in central locations is thus desirable when the design and layout of sites permits the industries to operate efficiently there without detriment to other land uses, but such decentralization should not be forced if it is to the long run disadvantage of the industry", he concludes.

New and important uses developed for plywood "as a result of the attention it received from the best technical brains during the war," were outlined by S. W. Antoville, Vice-president and Director of Sales for the United States Plywood Corporation, in a talk before the Carolina Lumber and Building Supply Association.

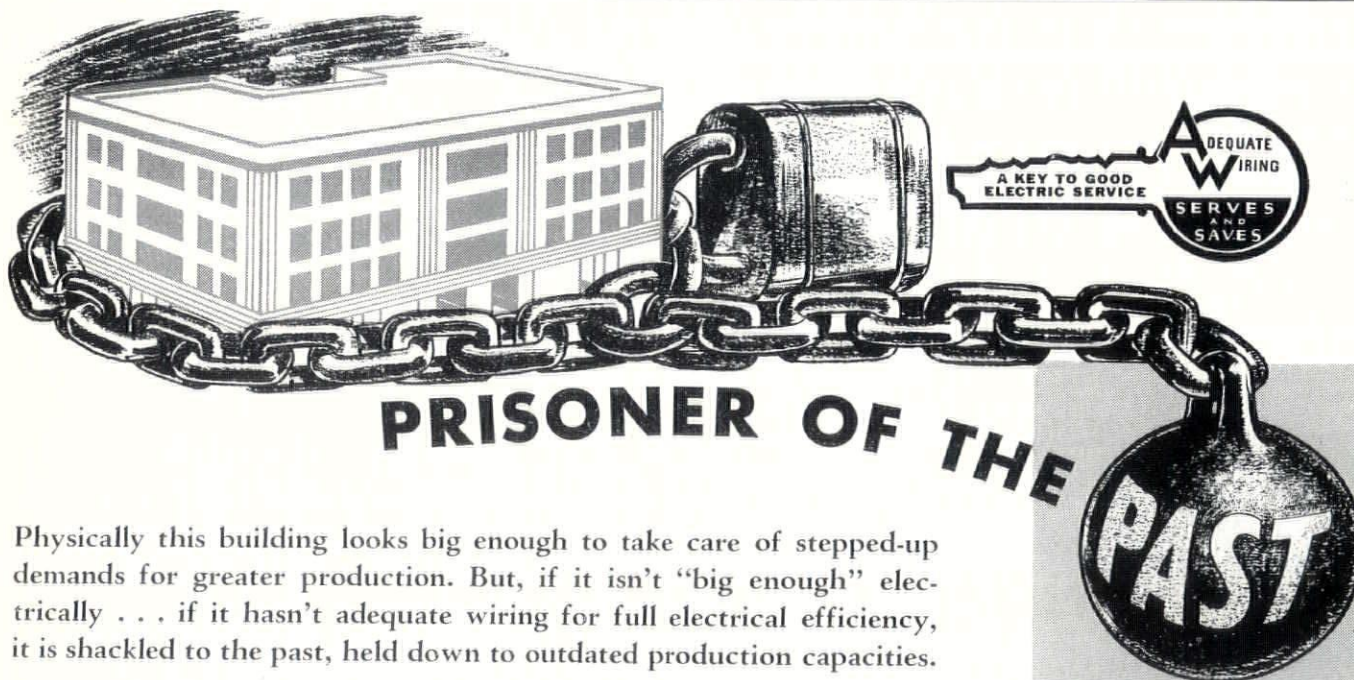
"Specific examples of things to be looked for in the postwar era are molded plywood boat hulls, particu-

larly in the small boat field, molded plywood tubing, and molded combinations of fabric and veneer, high strength resin impregnated paper and veneer, and fiberglass and veneer. Molded plywoods which can be made to simple curvature like chair arms chair backs, angles, channels and the like may lend themselves to fairly high speed production and reasonable cost."

Mr. Antoville also listed as definite the manufacture of kitchen sinks and work surfaces for kitchens and industrial plants, made of a combination of plywood and a thin stainless sheet metal.

Combinations of plywood and high strength resin impregnated paper as a surface coating have been developed for special use in crating to withstand the conditions of humidity and insects, particularly in the tropics. Also, combinations of plywood and light metals have done an outstanding job in packaging and protecting many important vital products ranging from perishable food products to smokeless powder. These techniques will undoubtedly be applied to various commercial applications. "I have in mind, as examples, a product consisting of exterior or waterproof Fir plywood faced with high strength resin impregnated paper, possibly in a variety of fast permanent colors as a completely finished siding," Mr. Antoville said.

"The most important reason for the increased use of plywood is that it has proven to be an important improvement over lumber and a great number of its new uses result from its being used in place of lumber



## PRISONER OF THE

Physically this building looks big enough to take care of stepped-up demands for greater production. But, if it isn't "big enough" electrically . . . if it hasn't adequate wiring for full electrical efficiency, it is shackled to the past, held down to outdated production capacities.

Adequate Wiring means conductors of ample size, enough circuits, a planned electrical system—to supply present and future power and lighting needs at the lowest cost per Kilowatt Hour.

# The Electric Co.

Public Service Building - - - - - Milwaukee, Wisconsin

WA-2-46

... until  
**Adequate  
Wiring  
Frees it!**

## HOUSING OUR VETERANS

There will be enough housing to accommodate all veterans desiring homes of their own in non-farm areas by the end of this year, if returning service men receive first choice on all new dwellings constructed or created by conversion during the year and on all vacancies and if residential construction is not retarded by inadequate ceiling prices on building products or by labor shortages, J. W. Follin, Managing Director of the Producers' Council, stated.

"This conclusion, which excludes veterans returning to farms, is based on analysis of surveys conducted by the Army Service Forces, on Census Bureau data, and on certain assumptions made by the National Housing Agency," Follin said.

"Analysis of available information indicates that the number of veterans wanting homes in the 15 month period from October 1, 1945 to December 31, 1946 will range from 1,700,000 to 1,900,000 and that there will be about 2,100,000 non-farm dwelling units available for them. This means that, in addition to meeting veterans' needs, there also may be from 200,000 to 400,000 additional units available for civilian families by the end of the year.

"It is estimated that 510,000 new non-farm housing units will be constructed in the 15-month period ending December 31, 1946, that 240,000 units can be made available by relocating temporary war housing and by conversion of existing structures, that dissolution of families will free 650,000 units during the period, and that 670,000 veterans' families can be housed in dwellings which were vacant as of last October 1.

"The latter figure is higher than that used by the NHA, but still represents fewer than one-third of the total number of non-farm vacancies on October 1.

"Of the 10,075,000 service men expected to be demobilized during the fifteen months, surveys indicate that there will be only about 900,000 to 1,100,000 married men who will be seeking a separate non-farm home, since a majority of the married veterans already have a home to return to. In addition, the estimates indicate that 800,000 of the single veterans who will marry during the period in question will want a separate home.

"The 200,000 to 400,000 dwellings not needed by veterans will be available to meet the more urgent civilian needs. The number of doubled up civilian families will be greater than usual at the end of 1946, but

much of the pressure for housing will be removed in 1947 as home building reaches substantial volume."

## BUILDING MATERIALS PRICES ANALYZED

Readjustment of building materials prices in general to prices in other field, therefore, is not a problem, although prices for particular materials will likely face realignment, the author states.

The problem of readjustment for lumber, however, is acute because it has risen about three-fourths in price since 1939, much more than prices for other building materials.

"Since lumber represents an important part of the cost of materials for the average house," Mr. Kellogg asserts, "such a price discrepancy may have important effects on the construction industry. A tendency to the use of Masonry products for exterior walls and insulation board and similar materials for interior walls may be expected if this discrepancy continues.

"It seems reasonable to assume, however, that relationships will move back toward normal through reduction of lumber prices and increases in the prices of other materials, although the readjustment probably will not be accomplished immediately.

Prices of building materials in general today are not out of line with prices of other goods. Over the last thirty years, prices of building materials have moved closely with non agricultural goods in general, and there has been no serious divergence in movement during World War II.

These conclusions are drawn in a study of building materials price movements by Lester S. Kellogg, Acting Chief, Prices and Cost of Living Branch, Bureau of Labor Statistics, U. S. Department of Labor, in the current issue of the Architectural Record.

"Compared with price movements during World War I, advances in building materials prices during

### QUALITY . . .

GLAZED BRICK AND TILE, FACE BRICK,  
COMMON BRICK

### GAGNON CLAY PRODUCTS CO.

526 S. Broadway      HOWARD 78      Green Bay, Wis.  
BRIXMENT the leading masonry cement

### PATEK BROTHERS, INC.

Manufacturers of

**PAINTS • ENAMELS  
VARNISHES**

Distributors of

**GLASS**

FOR INDUSTRIAL • COMMERCIAL  
RESIDENTIAL USE

**GLAZING SERVICE**

MILWAUKEE 1, WISCONSIN

**BUY  
VICTORY  
BONDS**

### MAGAZINES

I have many bargains on my  
list — anything you want I  
can get for you.

Mrs. Alexander C. Guth

2104 W. Juneau Ave.

Milwaukee 3, Wisconsin

Telephone West 7941J

and since World War II so far have been moderate," Mr. Kellogg writes. "Over the six years since August 1939, wholesale prices of building materials as a group have advanced about 32 per cent, and the major part of this increase was in the price of lumber. Other building materials showed much smaller price increases.

"For the next six months or a year, assuming continued price controls over materials and no substantial rise in the general level of prices, it is our expectation that prices of building materials, as a group, will rise slightly.

"This may occur," Mr. Kellogg says, "through stable or declining prices for some materials, such as lumber, offset by advancing prices for other materials where an incentive to further production may be needed to obtain adequate output, as in the case of brick."

Department of Labor data reveal that brick and tile prices are 24 per cent above prewar levels, cement prices are less than 10 per cent above prewar levels, prepared paints are up 7 per cent, heating equipment and plumbing fixtures are about 15 per cent higher in price than in 1939, while prices rose less than 10 per cent for other building materials, including insulation board, roofing, lime and plaster.

\* \* \* \* \*

The Armstrong Cork Company of Lancaster, Pennsylvania, has added Insulating Wool to its line of building materials, thereby rounding out its line of products for the building trade.

Armstrong's Insulating Wool, made of Fiberglas, manufactured by the Owens-Corning Fiberglas Corporation, is designed especially for wall and ceiling installation, providing a highly efficient, lightweight insulating material. Spun of fine glass fibers, the wool is available in roll and batt blankets of various sizes, and in modulated wool form specifically designed for pouring installation. Roll blankets and batts are manufactured in width to fit accurately between joists and studs 16" or 24" on centers. Permanently resilient, Armstrong's Insulating Wool expands to original shape and size after compression, eliminating the possibility of settling or sagging after installation. The ease with which end joints of both batts and blankets can be cut and fitted eliminates waste during application.

Other building insulation materials offered by Armstrong are Temlok De Luxe Insulating Interior Finish in boards, panels, and planks; Temlok Standard Insulating Board, Temlok Insulating Lath, and Temlok Insulating Sheathing.

## Architectural Photography

... Architects, let us record your work. We specialize in making photographs of buildings — both for albums and office display.

**THE FRED R. STANGER**  
PHOTOGRAPHIC STUDIO

1012 N. Third Street  
Milwaukee 3, Wis.

Room 311  
Phone Broadway 6886

# Rundle-Spence

MANUFACTURING COMPANY

PLUMBING, HEATING  
and MILL SUPPLY

MILWAUKEE - MADISON

1327 UNIVERSITY AVE.

MADISON 5, WIS.

Phone Badger 208

445 N. FOURTH STREET

MILWAUKEE 3, WIS.

Phone MAquette 2500

**ARCHITECTS, ENGINEERS  
and ARTISTS MATERIALS**



**DRAFTING ROOM  
FURNITURE**



*Blueprints & Photostats*



At Bridge

115 EAST WELLS STREET

MILWAUKEE

## RESOLUTION MADE BY BUILDING OFFICIALS OF AMERICA

WHEREAS, During the past fifteen years for obvious reasons, the construction of housing in our country has been far below normal requirements resulting in the present day acute housing shortage, in all municipalities, and

WHEREAS, There exists at the present time a deficiency of building materials for the construction of housing due to the huge recent requirements of our armed forces during the war, and

WHEREAS, The present status of our domestic economy, and war restrictions have not been adjusted for lack of time to permit industry to resume supplying of such materials in sufficient quantity for home and industrial construction, and

WHEREAS, There is every indication that the difficulties confronting the construction industry will not be adjusted in the immediate future, and

WHEREAS, The releasing of millions of our men and women from military service within a relatively short period of time since the conclusion of hostilities has aggravated the housing problem in our country, and

**QUALITY... GLAZED BRICK AND TILE,  
FACE BRICK, COMMON BRICK, FIRE BRICK  
AND HIGH TEMPERATURE CEMENTS**

**Wisconsin Face Brick & Supply Corp.**

4485 N. Green Bay Ave. CONCORD 4770 Milwaukee, Wis.

**BRIXMENT** the leading masonry cement

*Pittsburgh*

**COLOR  
DYNAMICS**

**The Scientific Utilization of the  
Energy in Color**

To Promote Efficiency in Industry, Schools, Office  
Buildings, Hospitals, Homes.

Write or Telephone For FREE Copy of Book on

**COLOR DYNAMICS**



**PITTSBURGH  
PLATE GLASS COMPANY**

820 NORTH MARKET STREET - MILWAUKEE 1, WIS.

WHEREAS, Provisions of existing municipal building codes by and large do not adversely effect the construction of housing, and

WHEREAS, During the recent depression and the war, the conversion of existing buildings for the purpose of housing additional families has been exploited to a maximum degree with a limited number of such buildings remaining which may be converted at this time for such purposes unless the more restricted residential areas of our municipalities are invaded for such conversions, and

WHEREAS, Such an invasion and program of converting existing buildings in the more restricted areas will generally blight such areas and seriously effect property values therein, therefore, be it

RESOLVED, By the Building Officials Conference of America assembled at Rock Island, Illinois in annual session that:

1. A holiday period on all non-essential construction or alterations of non-essential existing buildings wherein only a minimum number of persons are employed, be declared to the end that the construction of housing be given priority, and

2. The Building Officials Conference of America is unalterably opposed to the wasteful construction of substandard temporary housing at a time when it is nationally recognized that the conservation of lumber, and other materials as well as man hours is paramount, and

3. The construction of housing of a permanent character and design, which for economic and urgency reasons can be constructed without basements, central heating plants and other accessories, but which can be readily completed at a time when our construction economy is stabilized, will be economically sound procedure, and

4. Consistent with our national security, all temporary war housing now vacant be immediately dismantled and the materials salvaged as well as building materials now in government stock piles be made available for new housing in areas where the housing shortage is most acute, and

5. All war restrictions applicable to building materials which can be made available for home construction be immediately revoked, and such materials be allocated for such purpose, and be it further

RESOLVED, That the general public, construction industry, lending agencies, and labor exert every effort and cooperate to the end that decent and adequate housing may be provided for our returning veterans, and be it further

RESOLVED, That a copy of this resolution be forwarded to the President of the United States and Governors of all of the States of our Union.

Signed Charles Binda, Chairman, Weehawken, N. J.; Leon M. Gurda, Milwaukee, Wis.; C. Ray Swain, Newark, N. J.; Charles E. Bacon, Indianapolis, Ind.; S. A. Dudley, Waterloo, Ia.; R. S. Fredericks, Memphis, Tenn.

Nov. 29, 1945

**ANTHONY WUCHTERL**

**ARCHITECTURAL ILLUSTRATIONS**

1626 Ridge Court

BL. 8052

Wauwatosa 13, Wis.

# ZONOLITE CONCRETE and ZONOLITE PLASTER Provide

## Fireproof Insulation Against Heat and Sound in MERCANTILE BANK BUILDING, DALLAS, TEXAS

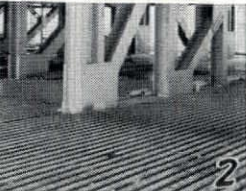
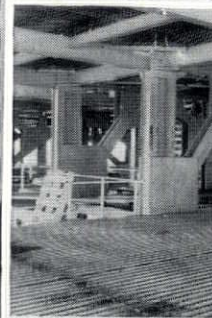
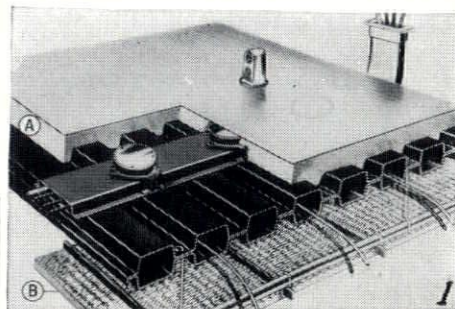
Walter W. Ahlschlager, Dallas  
Architect.  
Henger Construction Company,  
Dallas—General Contractors.

Leading architects and structural engineers in all parts of the country are specifying Zonolite Concrete and Zonolite Plaster with increasing frequency in important new buildings . . . because they find that Zonolite speeds construction and provides lightness and insulating and fire resistance values found in no other material.

The structural steel frame and cellular steel "Q" floors in the Mercantile Bank Building were fireproofed with Zonolite plaster. The density of the Zonolite concrete floor fill was only 30 lbs. per cubic foot compared to 150 lbs. per cubic foot for ordinary concrete. Zonolite plaster weighs only 39 lbs. per cubic foot compared to 100 lbs. per cubic foot for ordinary sand plaster. Zonolite fireproofing weighed approximately 15 lbs. per lineal foot of beam as compared to 240 lbs. per lineal foot of beam for standard concrete fireproofing.

Thus, Walter W. Ahlschlager, the architect, accomplished two major objectives when he chose the combination design of Robertson "Q" Floors, Zonolite Concrete and Zonolite Plaster and Zonolite Fireproofing of structural steel—a saving of structural steel in excess of 15% when compared with standard office building practice and from 45 to 60 days of erection time. This method allowed the Zonolite concrete floor topping to be placed after enclosing masonry walls were erected.

Mail coupon for detailed information about Zonolite's many uses.



- 1 Cellular steel "Q" floor section covered on top with fireproof Zonolite Insulation Concrete floor fill (A) and fireproofed on underside with Zonolite Insulating Plaster (B).
- 2 Exposed structural steel before being fireproofed with Zonolite Insulating Plaster and cellular steel "Q" floors before being covered with fireproof Zonolite Insulating Concrete floor fill.
- 3 Spandrel beam enclosed with Zonolite Insulating Plaster fireproofing.



Mail Coupon for  
**FREE**  
**86-PAGE**  
**BOOK!**

### WESTERN MINERAL PRODUCTS COMPANY

Dept. WC • 1720 Madison Street N. E., Minneapolis 13, Minn.

Name.....  
Address.....  
City..... Zone..... State.....



Ready to help you — the industry's best-informed source of experience on Metal Trim...

## MILCOR

Again Milcor is in a position to figure on your metal trim jobs. To offer a fund of information helpful in your planning.

The pre-war trend toward metal trim for interior finish is now continuing stronger than ever. Because of the increased capacity for production of steel. Because of the basic advantages of metal.

Metal trim is permanent, sanitary, economical to maintain. It is fire-safe. It lends itself to attractive treatments in interior design, providing unobtrusive beauty in the modern spirit.

There is an appropriate Milcor Metal Trim item for every exposed interior detail. Milcor, leader in this field, offers everything you need for either monumental or residential construction. And only Milcor offers interior metal trim with a sound-deadening insulmat lining.

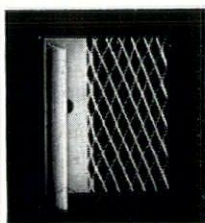
Use Milcor Metal Trim, for creditable results on all your jobs. Write for revised Milcor Metal Trim catalog. Or, see the Milcor catalog in Sweet's.

F-269A

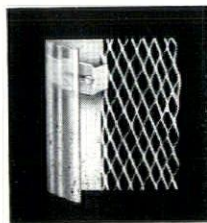
Milcor Metal Base No. 601

Milcor Metal Base No. 643

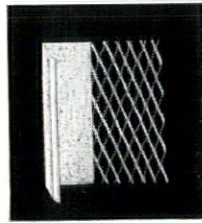
Milcor Metal Base No. 621



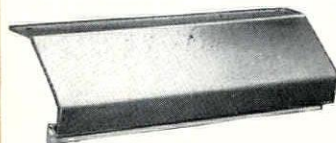
Milcor Metal Casing No. 4 — 3/4" Ground



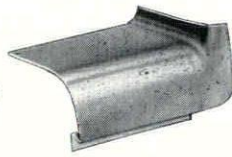
Milcor Metal Casing No. 6



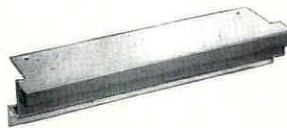
Milcor Metal Casing No. 60



Milcor Window Stool No. 511



Milcor Window Stool No. 501



Milcor Window Stool No. 521

## MILCOR STEEL COMPANY

MILWAUKEE 4, WISCONSIN

BALTIMORE 24, MD. • CHICAGO 9, ILL. • KANSAS CITY 8, MO.  
LOS ANGELES 23, CALIF. • ROCHESTER 9, N. Y.

... additional service through  
THE J. M. & L. A.

**OSBORN CO.**

A Division of Milcor Steel Company  
CLEVELAND 14, OHIO  
Detroit 2 • Buffalo 11 • Cincinnati 25